Cutting for Emotion: How to Edit a Story That Resonates

The emotional art of editing — the idea that editing isn't just technical but an emotional journey. It explains how editors must cut not just for continuity but for emotional resonance. The article explores techniques like cross-cutting, match cuts, and rhythm to build tension or enhance emotional beats. Personal anecdotes from the author's own experience editing wedding videos, short films, and commercials are woven in to give a real-world context to the advice. By the end of the article, readers will have a new perspective on how to craft stories that connect deeply with their audience.